

# Buena Park Hotel Marketing Association

## Board of Directors Meeting Minutes

Friday, June 2<sup>nd</sup>, 2023

12:00 AM – 1:30 PM @ DoubleTree Buena Park

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1. **Call to Order - Chairman**

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Friday, June 2nd, 2023 at 11:13 AM at DoubleTree by Hilton by Chairman of the Board - Don Prescott.

Roll Call

Present: Don Prescott, Javier Solis, Camilo Bruce

Advisor Present: Sara Copping, Visit Buena Park; Karina Diez, Visit Buena Park

2. **Approval of Minutes – Chairman**

Don made a motion to approve the minutes; Javier seconded it; approved unanimously.

3. **Public Comment**

Sara inquired if any of the hotels need a restock of Visit Buena Park post cards? Camilo said that he needed some and Javier also said he could use some. Don said he didn't while the renovation was going on.

4. **Public Relations/Media Updates – Karina Diez, Marketing Specialist**

Karina reviewed city updates which included the multi-million dollar renovation of the Knott's Hotel wrapping up in June, the Fiesta Village area of Knott's Berry Farm reopening after its reimagining, the Knott's Summer Nights food festival returning, and Knott's Soak City reopening for the season. The updates also noted that Pirates Dinner Adventure added an animatronic dragon to its show, the Ralph B. Clark Interpretive Center reopened after a temporary closure, and street banners with Buena Park attractions will be put up in June.

Highlights of press coverage over the past few months were reviewed which included major outlets like Inside Our Suitcase, MSN, The Laughing Place, The Epoch Times, Spectrum News 13, Go World Travel Magazine, The Wichita Eagle, YTravel Blog, Visit California, Newsbreak, Trips with Tykes, Mental Floss, The Daily, Armed Forces Day Publication, Operation Appreciation Publication, Trending News, and This Crazy Adventure Called Life.

From April 4 – April 6, Visit Buena Park hosted This Crazy Adventure Called Life Blog with a focus on taking tweens to Knott's Berry Farm and activities throughout the city. From May 1<sup>st</sup> to May 3<sup>rd</sup>, Alex Khachigian was hosted with a content theme of exploring adventure and thrills throughout Buena Park. Globetrotting Ginger was hosted on June 1<sup>st</sup> – June 3<sup>rd</sup>, focusing on finding bucket list things to do around town with her toddler.

Upcoming media that will be hosted included Tarah Chieffi from The Points Guy with a stay in Buena Park occurring from June 7 – June 9. This partnership was put together in collaboration with the public relations team at Visit California. Compass Outdoors will also be visiting Buena Park from July 7 – July 9, covering adventure, thrills, brews, and the outdoors. On August 31 to September 3, Carpe Diem Our Way will be visiting Buena Park to do a Yes campaign. This stay is being hosted in collaboration with Travel Santa Ana so we could bring them in from Canada.

Blogs and press releases written for the Visit Buena Park website since the last board meeting include: US Military Can Stay and Play in Buena Park, Summer Events in SoCal's Fun City, Insider Guide to Knott's Summer Nights, Spice Up Your Life: Top 6 Spiciest Dishes in Buena Park, Liquor-Free Libations: Best Mocktails in Buena Park, Buena Park's Best Sweet Summer Treats, The Full Scoop on Buena Park's Best Ice Cream Shops, Fun is Always on Tap at These Buena Park Restaurant Bars, Bring Your Appetite to These Orange County Food Halls, Splittable Meals You'll Love Sharing with Your Partner, Foodie Guide to The Source OC, Cheers! It's Happy Hour at Our Favorite Buena Park Restaurants, The Best-of-All Festivals in North Orange County, Summer in Buena Park: Essential Packing List, Top 6 Ways for Kids to Cool Off in Buena Park This Summer, Get the VIP Treatment in Buena Park, Save on Your Couples Trip This Memorial Weekend and Frugal Family-Friendly Memorial Weekend.

Karina continued on to share the press events she attended over the last few months. From May 16 to May 19, Karina attended the North American Travel Journalists Association (NATJA) in Fairbanks, Alaska. The conference brought together media and destination marketing organization members from all over the world for professional development, networking, and a media marketplace where she met with 16 journalists. From May 20 to May 23, Karina also attended the day long Brand USA Media Marketplace where she had 20 appointments with freelance journalists, bloggers, and editors.

Karina reviewed the Visit Buena Park Newsletter and noted that the current subscriber count is at 41,200. The recent summer newsletter was sent out on May 5 with a 33% open rate. The newsletter covered Memorial Day weekend, Knott's Soak City reopening, Knott's Summer Nights, packing lists, ways to cool off on vacation, and a featured offer from the Hampton Inn.

#### **5. Executive Director Report – Sara Copping**

Sara reviewed the Year-Round Military Promotion currently running which includes a dedicated landing page with military offers, pay-per-click campaigns, social media ads, a press release, display ads, print ads, and a button on the landing page. It is quickly becoming one of the most visited pages, landing at number 5 in the rankings.

Sara also noted that social media leads most traffic to the website with over 395,000 click-thru's, 34 million impressions, 3,400,000 video views, 2.12% click-through-rate, 20% cost-per-click, 4% cost-per-video, and \$315,000 spend. These statistics reflect July through May.

The Q1 Expedia OC Coop campaign ran from January to March 2023 and produced \$481,000 in revenue and 3,544 room nights booked. The individual Buena Park campaign from March 2023

produced \$82,800 in revenue and 586 room nights booked. The individual Buena Park campaign from April 2023 produced \$107,900 in revenue and 830 room nights booked. The Q2 Expedia OC Coop campaign is currently running which began in April and will run through June 2023. A new individual Buena Park campaign will run through May 2023.

Marketing updates included the military ad campaign that launched in February 2023, paid social media ads, pay-per-click campaigns, YouTube video ads, a StatePoint Media article on “Long Weekend Getaways for California” that had a reach of 2,100,000, a Travel Awaits email blast and article, a 2-page spread in the Armed Forces Day Publication with a circulation of 75,000, a 2-page spread in the Operation Appreciation Camp Pendleton Publication with a circulation of 40,000, and Hulu commercial ads which began in February 2023.

Sara reviewed updates on travel trade, including the new Spanish and Korean B2B landing pages with international translations, training/promo videos, sales kits, and maps. Sara also discussed the recent partnership with Visit California for their Club California Korea mission which was held in Busan on June 1<sup>st</sup>. This mission is the continuing training series of the California STAR seminar, which is an interactive educational platform designed to engage and motivate South Korean agents and tour operators in Busan to develop and sell California destinations. Busan is the second largest city in Korea, has a population of over 3,500,000 people, and has the second largest number of travel agents after Seoul. Visit California represented will be presenting on Visit Buena Park’s behalf with a 5-minute presentation, 3-minute Korean promotional video, and an email to all attendees of the Buena Park sales kit in Korean.

Karina noted that she attended the Canada Sales and Media Mission from April 24 to April 26, 2023. The event offered one-on-one networking opportunities with trade professionals from key airlines and tour operators including Air Canada and WestJet.

Sara also reviewed the Buena Park insights from Expedia. Expedia predicts that there will be a huge spike of bookings in March and April for spring break. 96% of paid advertising are new users. Desktop is almost as high as mobile usage when it comes to browsing on Expedia. The overall performance summary notes that Visit Buena Park has spent \$97,300 on ads with 4,100,000 impressions, 9,700 clicks, 0.23% click-through-rate, 8,900 room nights, and gross bookings of 1,200,000. Javier inquired as to why the data stated there were no tickets sold. Sara clarified that it is because we don’t currently have access to that info but that there have been tickets sold. The overall booking year-over-year summary noted that room night bookings are up 12%, hotel booking revenue is up 20.9%, passenger total is up 8.5%, and 37,100 room nights have been booked. Camilo asked if the data starts from January and Sara clarified that it began July 1<sup>st</sup> and runs through mid-April.

#### **6. 2023/2024 Budget & Marketing Final Plan Presentation – Sara Copping**

Sara reviewed changes made from the initially presented draft of the budget in the March 2023 board meeting. Pay-per-click was reduced by about \$15,000 and reallocated to another section of the budget. Under Display Ads, Sara explained that DCI will be using budget for programmatic advertising. An international Expedia Coop for Mexico and Canada was also added to leverage

funds from Visit California as both they and Expedia will match contributions for the program. This will be beta-tested for three months at \$10,000 per month to gather data. Javier inquired how we would know if the Coop was successful and Sara explained that we will be provided with the same reporting as we do on other Expedia campaigns.

Camilo inquired about video ads and who they are targeted to. Sara said she does not target to Orange County or Los Angeles because those are organic markets for us that produce shorter stays.

Under Print Advertising, a budget of \$7,000 was added for Military Guides and a budget of \$8,000 was added for the Miramar Air Show. Under Public Relations, Club California which will involve two missions each with the Mexico, Canadian, and Korean markets. The California Star Program has also been added at \$20,000 which will get Buena Park a module in their training program.

The final budget breakdown confirmed by the board was as follows: Professional Services – Staff, Audit, Insurance, Meetings: \$60,000; 4% Reserve Funds: \$48,000; 1% Finance: \$12,000; SEO Services: \$1,200; Pay-Per-Click: \$145,000; Display Advertising: \$557,800; Video Advertising: \$102,000; Email Marketing: \$0; Print Advertising: \$58,000; Social Media Advertising: \$162,000; Public Relations: \$174,000; Creative/Collateral: \$65,750; Marketing Miscellaneous Funds: \$214,250; \$1,250,000 TMD revenue; \$350,000 carryover and Total of \$1,600,000.

***Javier made a motion to approve the budget. Don seconded the motion, followed by Camilo. Approved unanimously.***

**7. Discuss Finance/Budget Review YTD – Javier Solis**

Javier asked Sara what she thought revenue would come in at. Sara explained she believed it would come in at about \$1,200,000 with a carryover of \$350,000. Javier's projection was \$1,300,000 for revenue. Sara said that TOT is at \$7,600,000, which is up over a million from the previous year.

Javier, Camilo, and Don began discussions on how to incorporate an incentive bonus for Visit Buena Park Staff. Sara noted that these funds would need to come out of the Administrative section of the budget. It was decided among the board to focus on a revenue goal that matches a percentage bonus. The bonus will be granted at the end of the year and will only be provided if the staff member completes the year.

**8. Public comment on matters on the agenda**

Sara brought up the discussion of IPW 2024 which will be located in Los Angeles. There will be an area called California Plaza that has three tiered packages for a destination booth. Because there is a lack of ability to determine whether or not people would stop by the booth, the board decided it would be a good idea to explore getting booths for any interested hoteliers on the trade show floor instead.

**9. Set Meeting Schedule – Chairman**

The next meeting will take place in September 2023.

**10. Agenda Items for Future Meetings – Board Members**

No agenda items for future meetings were discussed.

**11. Adjourn**

The board meeting ended at 1:24 PM.